



Unify & Simplify  
all your daily communications

## messageLINK

### LETS NOT FORGET CONFERENCING WHEN TALKING UC

When talking about Unified Communications and its value to collaboration, one critical element we cannot ignore is Conferencing. *Meet-Me* Conferences in particular are conferences that all participants can dial into from outside, no matter where they happen to be when the conference begins. *Meet-Me* conferences provide superior online meetings wherever and whenever you want to meet. It allows your organization to maximize its meeting effectiveness. They are easy to start and join; users simply email the participants the start time of your conference, the conference-bridge phone number and the pass code.

Esnatech's new WELink conference server slated for release May 2009 provides you with the same ability to set up a meeting place for people to join in at the appointed time. It is called the WELink *Meet-Me* Conference Server, and it is as simple as dialing a number at the time agreed. Participants just dial the predefined number of the conference and they are on. All other parties hear a tone to indicate a new party has joined in.

At any given time, the system can support a maximum of 48 parties in each room and the ability to configure unlimited private rooms. A *Meet-Me* Conference is a normal conference call, and as such, any participant can add other parties, up to the maximum of participants allowed.

The WELink Conference participants need not be located in the same place. They can be miles away, in different continents. They can be in their office, at home, in the road – any place. All they need to do is dial the WELink Conference number and they get connected to the conference call.

In today's business environment and competitive climate choices in businesses and need to be made fast – irrespective of whether the players involved in the decision making typically find themselves in different parts of the world or no further apart than the building next door. When the time available to make these decisions is too short to come together in a personal meeting or convene abroad, *Meet-Me* Conferencing is just the right solution.



**Davide Petramala**  
Vice President Sales & Marketing  
Esna Technologies Inc. (Esnatech)